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The Ripple Effect

Fighting to prevent the stigma of rural suicide

With funding from beyondblue from donations by the Movember foundation, the National Centre for Farmer Health—together with our project partners—are developing a new online tool. The tool is for men in the farming community to work shoulder to shoulder against the stigma of rural suicide. Below is some background to the Ripple Effect and our plans to date.



Recognising the challenge: Research from the NCFH showed farming men affected by suicide often felt negatively about themselves as well as believing that others judged them badly. This left men feeling isolated and unable to find support they felt comfortable with, even when they wanted to



Building the team: The next step was to build an initial team to develop an innovative way to tackle the challenge of stigma, in line with beyondblue's project requirements—the Ripple Effect is born. The team partners represent the farming industry, mental health, farmer health, research and digital design. To



Stay informed: We hope that you join us in this challenge. The team will keep you regularly updated on the progress of the Ripple Effect over the next two years. If you have any questions about the Ripple Effect, please contact Alison Kennedy at the NCFH on (03) 5551 8587 or [email](#).

find it. The NCFH believed that something needed to be done to address this anomaly.

The first steps: As part of the application process to beyondblue, the NCFH developed a short 'pitch' video highlighting the ripple effect that occurs following suicide in farming communities. You can watch the 'pitch' video [here](#). Please note, this is not on a public YouTube channel, so you need to use this link.

Help turn the negative ripple of suicide into a positive ripple of support

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ncfh@wdhs.net

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ensure community representation and ownership, the team has expanded to include a Steering Group and farmer support network which covers four states.

Our goal: To develop and evaluate the Ripple Effect—a multi-platform digital intervention designed to reduce the stigma felt by men from the farming community, aged 30-64 years, who have lost someone to suicide, attempted suicide, cared for someone who has attempted suicide, experienced thoughts about their own suicide or have been touched by suicide in some other way.



Please forward this newsletter to anyone you think may be interested in the Ripple Effect, or ask them to email/call us to be added to the contact list. Thank you all very much for your support. We encourage you to start the positive ripple of support for those affected by suicide in your farming community.